



**FOR IMMEDIATE RELEASE:
March 17, 2009**

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Leisure Publishing Company Wins ADDY Award

ROANOKE, VA, March 17, 2009- Leisure Publishing Company won a Silver ADDY Award for the cover of *The Roanoker* June 2008 from the Advertising Federation of the Roanoke Valley. The American Advertising Federation conducts the ADDY awards, which recognizes creative excellence in all forms of advertising media. Credits are awarded to Leonard Loria, Creative Director, Aaron Shrewbury, Graphic Designer, David Hungate, Photographer, and Matt Brubaker, Graphic Design Intern.

“We're fortunate to have a talent like Leonard Loria, who spent nine years as art director for SOUTHERN LIVING. He's mentoring to a talented, young art staff and elevating the look of all of our products. This recent Addy Award will not be the last recognition for the graphic designs from this staff,” said publisher Richard Wells.

“These silver and gold spikes symbolize both the unique history of our region and the bright future of our local advertising market,” according to the 2009 Western Virginia ADDY Awards Highlights Book. The American Advertising Federation calls the ADDY Awards “the world’s largest advertising competition” with over 60,000 entries annually.

To obtain more information about the award or *The Roanoker* please contact Editor-in-Chief, Kurt Rheinheimer at 540-989-6138.

Leisure Publishing, founded in 1972, is an award-winning publisher of state, regional and local travel guides, city and regional magazines and quality-of-life publications. Learn more at www.leisurepublishing.com.

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